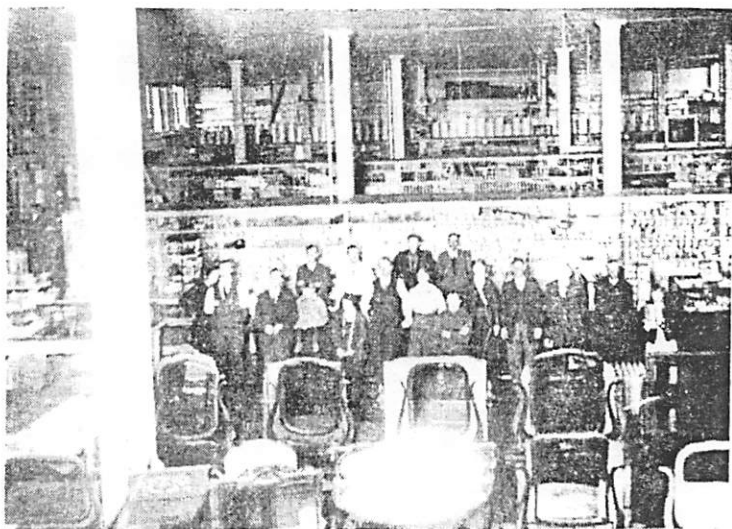


in Salt Lake City in 1868. High prices and less prosperous times prompted Brigham Young and prominent Mormon leaders to introduce the cooperatives in an attempt to secure social and economic justice.⁹ As it was conceived, the plan called for any group of Church members to pool their capital to form a corporation. This corporation then issued shares of stock in a store, and those who held the shares divided the profits on the basis of the amount of stock each held.

In Wasatch County the motives for adopting the cooperative plan seemed to be a desire to organize sufficient capital for the beginning of business and its expan-

⁹Neff, *op. cit.*, p. 830.



Heber Mercantile

Clerks of Heber Mercantile: E. J. Duke, Robert Duke, A. Y. Duke, Cleone Cord, Nymphus Murdock, Cora Miller, Jay Jensen, Jr., Edward McMullin, George Pyper, Lacy B. Duke, Jos. A. Rasband, manager, and Jos. E. D. Tomilson.



In this picture, looking north, is another portion of the early Heber business district. The small building at the extreme left is Brig Witt's dentist's office. The Consolidated Wagon and Machine Co. occupied the south portion of the Heber Mercantile Company Building. In the background of the picture, on the corner, is Heber's first bank building.

the present manager, Harold Smith. Both as A. Hatch and Company and the Heber City Exchange, this business is probably the city's longest in operation.

One of the most prosperous business sections in Heber during the years is the area known as "Hatch's Row." This section included buildings between Abram Hatch's residence and his store on Main Street. Some of the businesses along this row have been a harness and shoe shop operated by Danielson and Dahlman, the A. L. Davis barber shop, a saddle and harness shop owned by Nephi Forman, the Wave printing and publishing offices, J. W. Buckley's men's store, the Smith Meat and Grocery operated by George Smith & Sons, Earl and Sylvan Smith, and others. Today, the "Hatch Row" includes the Aloma Motel



The Heber Exchange Company building and general merchandise store as it is today.